

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Stefanie Geilen *et al.*

Serial No.: 10/598,404

Filed: April 2, 2007

For: PVC PLASTISOLS COMPRISING
EFFECT PIGMENTS, THEIR
PREPARATION AND USE IN COIL
COATING

Group Art Unit: 1796

Examiner: Peter A. Szekely

Confirmation No.: 3818

I hereby certify that the attached correspondence is
being submitted by EFS-Web as an eFiled Response,
addressed to Mail Stop AF, Commissioner for Patents,
P.O. Box 1450, Alexandria, Virginia 22313-1450, on
May 3, 2010.

/AimeePeluyera/
Aimee Peluyera

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE
UNDER 37. CFR §1.104(e)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

INTRODUCTORY REMARKS

These comments are in response to Examiner's statement of reasons for allowance set forth in the Notice of Allowance of February, 2, 2010.

No extension of time is believed to be necessary, May 2, 2010 being a Sunday. However, Applicant hereby petitions under 37 CFR 1.136 or other applicable rule to have the response period extended the number of months necessary to render the attached communication timely if a petition is required. The Commissioner is hereby authorized to charge to Deposit Account 06-1130 any fees necessary for any extension of time.

REMARKS

The agreed upon Examiner's amendment set forth in the Notice of Allowance of February 2, 2010 introduces the process limitation "prepared by emulsion polymerization or microemulsion polymerization" for PVC homopolymer (A) and "prepared by emulsion polymerization" for PVC homopolymer (B). The Examiner states:

Since all of the cited references disclose blending (extender) resins which are prepared by suspension polymerization, which gives them different particle sizes, gel, fusion, viscosity and viscosity stability characteristics and changes the appearance of the resulting coating, the above Examiner's Amendment obviates said references.

The present claims are believed to be patentable for other reasons as well. The PVC plastisol and method for producing an effect coating comprising the PVC plastisol of the present claims are not obvious over any combination of the cited references also because none of the cited references, alone or in combination, teach or suggest that the PVC homopolymer (B) exhibits pseudoplasticity, and that the weight ratio of PVC homopolymers (A):(B) is chosen so that the PVC plastisol exhibits pseudoplasticity.

Applicants submit that the claims are also patentable because of the unexpected results of enhanced color flop (Coatings 1 and 2) and enhanced light/dark flop (Coatings 2 and 3), which arise when PVC homopolymer (B) is pseudoplastic and when the weight ratio of PVC homopolymers (A):(B) is chosen so that the PVC plastisol exhibits pseudoplasticity. The pseudoplasticity of the PVC plastisol of the present claims allows platelet-shaped effect pigments to be oriented predominantly or exclusively parallel to the surface of the coatings, thereby producing the improved light/dark flops and color flops.

Respectfully Submitted,

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May 3, 2010
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